

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (Previously Presented) A method for providing advertising content together with freely distributed electronic content to a user, the method comprising:
 - providing said electronic content to an executable program adapted to read said electronic content, said electronic content having associated therewith a user right, said user right being either a restricted right or an unrestricted right to be provided said electronic content;
 - determining if said user right is a restricted right or an unrestricted right;
 - if said user right is a restricted right, invoking an executable module attached to said executable program to obtain at least one electronic advertisement, presenting said at least one electronic advertisement to said user and providing said electronic content to said user; and
 - if said user right is an unrestricted right, providing said electronic content to said user.
2. (Previously Presented) A method as set forth in claim 1 wherein said invoking step includes:
 - connecting to a remote advertisement server; and
 - receiving said electronic advertisement from said advertisement server.

3. (Original) A method as set forth in claim 2 wherein said executable module connects to said server.

4. (Original) A method as set forth in claim 2 wherein said executable module causes execution of a web browser program to connect to said server.

5. (Original) A method as set forth in claim 2, wherein said advertisement is presented to said user at least occasionally, but during at least certain other times, no advertisement is presented.

6. (Original) A method as set forth in claim 2 wherein said presenting includes displaying said advertisement on video user interface.

7. (Original) A method as set forth in claim 2 wherein said presenting includes playing said advertisement through an audio user interface.

8. (Original) A method as set forth in claim 2 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said executable program.

9. (Original) A method as set forth in claim 2 wherein said advertisement is presented at periodic intervals.

10. (Previously Presented) A method as set forth in claim 1 wherein said determining includes:

- controlling the execution environment of said executable program, said controlling including:
 - redirecting a call made by said executable program to access said electronic content to a control module; and
 - determining by said control module said user right, and said providing said electronic content to said user includes:
 - making said call to access said electronic content by said control module;
 - obtaining said electronic content by said control module; and
 - transmitting said electronic content to said executable program through said control module.

11. (Original) A method as set forth in claim 10 further comprising: encrypting said content; and decrypting said content substantially concurrently with said obtaining step.

12. (Original) A method as set forth in claim 1 wherein said executable program is a media player.

13. (Original) A method as set forth in claim 1 wherein said executable module is a shared library.

14. (Original) A method as set forth in claim 1 wherein said call is made to content residing on a computer network.

15. (Original) A method as set forth in claim 1 wherein said call is made to content provided through a streaming socket connection.

16. (Previously Presented) A method for providing advertising content together with freely distributed electronic content to a user, the method comprising:

providing an executable program operative to access and retrieve said electronic content;

controlling the execution environment of said executable program, said controlling including:

redirecting a call made by said executable program, to file access said electronic content, to a control module;

determining, by said control module, a user right to access said electronic content, said user right being either a restricted right or an unrestricted right;

if said user right is a restricted right, invoking, by said control module, an executable module attached to said executable program to obtain at least one electronic advertisement and presenting said electronic advertisement to said user;

making said call to access said electronic content by said control module;

obtaining said electronic content by said control module;

and

transmitting said electronic content to said executable program through said control module.

17. (Previously Presented) A method as set forth in claim 16 wherein said invoking step includes:

connecting to a remote advertisement server; and

receiving said electronic advertisement.

18. (Original) A method as set forth in claim 17 wherein said executable module connects to said server.

19. (Original) A method as set forth in claim 17 wherein said executable module causes execution of a web browser program to connect to said server.

20. (Original) A method as set forth in claim 17 wherein said advertisement is presented to said user at least occasionally, but during at least certain other times, no advertisement is presented.

21. (Original) A method as set forth in claim 17 wherein said presenting includes displaying said advertisement on video user interface.

22. (Original) A method as set forth in claim 17 wherein said presenting includes playing said advertisement through an audio user interface.

23. (Original) A method as set forth in claim 17 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said executable program.

24. (Original) A method as set forth in claim 17 wherein said advertisement is presented at periodic intervals.

25. (Original) A method as set forth in claim 16 further comprising: encrypting said content; and decrypting said content substantially concurrently with said obtaining step.

26. (Original) A method as set forth in claim 16 wherein said executable program is a media player.

27. (Original) A method as set forth in claim 16 wherein said executable module is a shared library.

28. (Original) A method as set forth in claim 16 wherein said call is made to content residing on a computer network.

29. (Original) A method as set forth in claim 16 wherein said call is made to content provided through a streaming socket connection.

30. (Withdrawn) A method for subsidizing a web site for freely providing electronic content to users, the method comprising:
 offering for sale to users, by or on behalf of said web site, a right to use said electronic content free of being exposed to advertising material; and
 upon requesting use of said electronic content by a user,
 providing said content to said user if said user has purchased said right, otherwise
 exposing said user to advertising material along with providing said content to said user.

31. (Withdrawn) A method as set forth in claim 30, wherein said advertising material is provided by an advertisement server.

32. (Withdrawn) A method as set forth in claim 30, wherein said advertising material is displayed visually.

33. (Withdrawn) A method as set forth in claim 30, wherein said advertising material is presented audibly.

34. (Withdrawn) A method as set forth in claim 30, wherein said advertising material is presented to said users in said second plurality of users at least occasionally.

35. (Withdrawn) A method as set forth in claim 30 wherein said advertising material is presented at periodic intervals.